

October 2015 Kalispell WIC Evaluation

❖ Specifics of Evaluation

➤ Purpose of Evaluation

- Based on participation rates, try and find ways that the WIC program can help make appointments easier and more efficient for participants to increase overall participation in the county and find out why our local WIC program is only servicing 38% of the eligible population

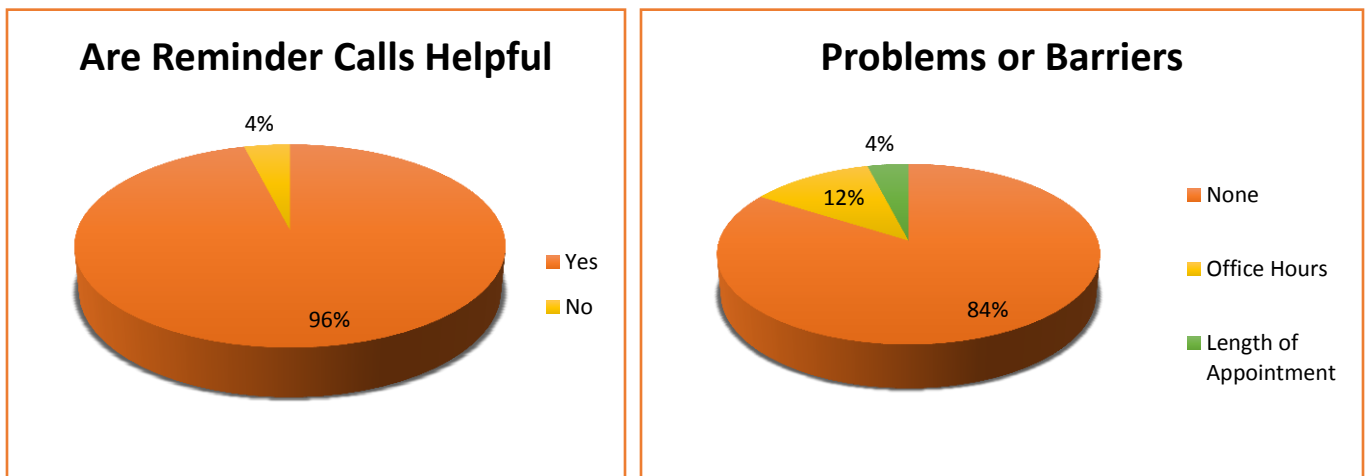
➤ Questions Asked

- Are appointment reminder calls helpful?
- Are there any problems you have with completing your WIC appointments? Examples: transportation, location of WIC office, initial appointment documentation, length of appointment, office hours, or other
- How can we make your appointments easier?
- Do you use online WIC education, wichealth.org? If yes, do you think online education makes it easier to get services?
- What part of your appointment do you find most beneficial/useful? Examples: height/weight/iron check-ins, nutrition education, breastfeeding support, referrals to other agencies, receiving WIC checks
- On a scale of 1 to 5, with 1 being the worst and 5 being the best, please rate your previous customer service received from WIC staff. Feel free to discuss why.

➤ Population

- WIC participants who haven't showed up for appointments/walk-ins in the past two months
- Out of all those participants contacted, 25 were reached to gather data

❖ Results



❖ Problems or Barriers Explanation:

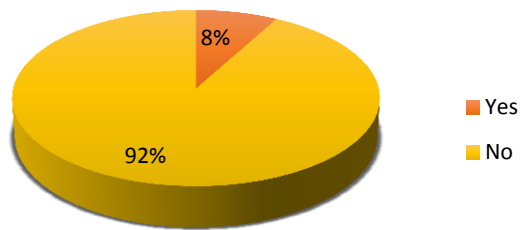
➤ Office Hours

- Can only come in during lunch hours, 12-1, and office isn't available then; Very tight schedule and cannot make it in during hours

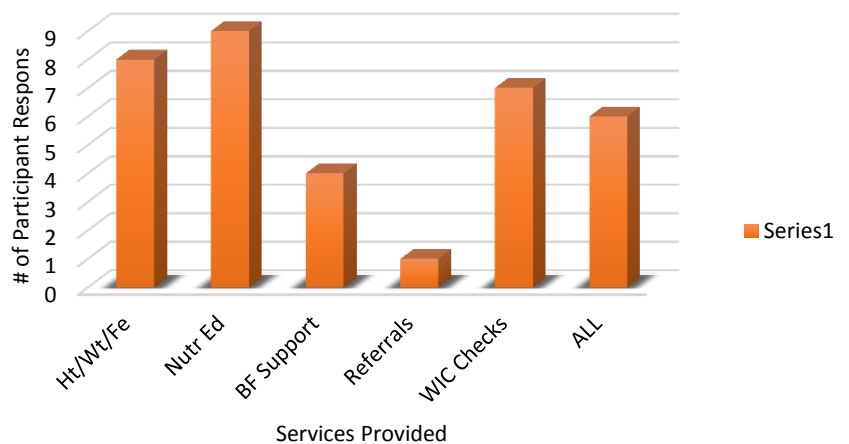
➤ Length of Appointment

- More on a personal basis – age of kids and sitting in an office

Use Of wichealth.org



Beneficial Services



- ❖ Use of wichealth.org
 - 2 out of 25 answered yes
 - Very informational
 - Recipes
- ❖ How to Make Appointments Easier
 - 19 out of 25 said appointments were fine
 - 3 related back to their stated problem/barrier of office hours
 - 1 stated quicker sign-in time
 - 1 stated difficulty getting ahold of office on the phone
 - 1 was not pleased with staff
 - Participant stated that she felt the staff was rude and unaccommodating when she was trying to make an appointment; however, it was initially that she came in to get certified on the walk-in day and appointments are needed for certification
- ❖ Previous WIC appointment customer service received
 - 1 participant said 1
 - For reasoning above related to not pleased with staff
 - 1 participant said 2
 - Change of income related to maternity; miscommunication with participant
 - 0 participants said 3
 - 2 participants said 4
 - 21 participants said 5
 - 1 participant said 5+++

Beneficial Services	
Services	Participant Responses
Ht/Wt/Fe	8
Nutr Ed	9
BF Support	4
Referrals	1
WIC Checks	7
ALL	6

Customer Service

